

National Park Service
U.S. Department of the Interior

Potomac Heritage National Scenic Trail Office

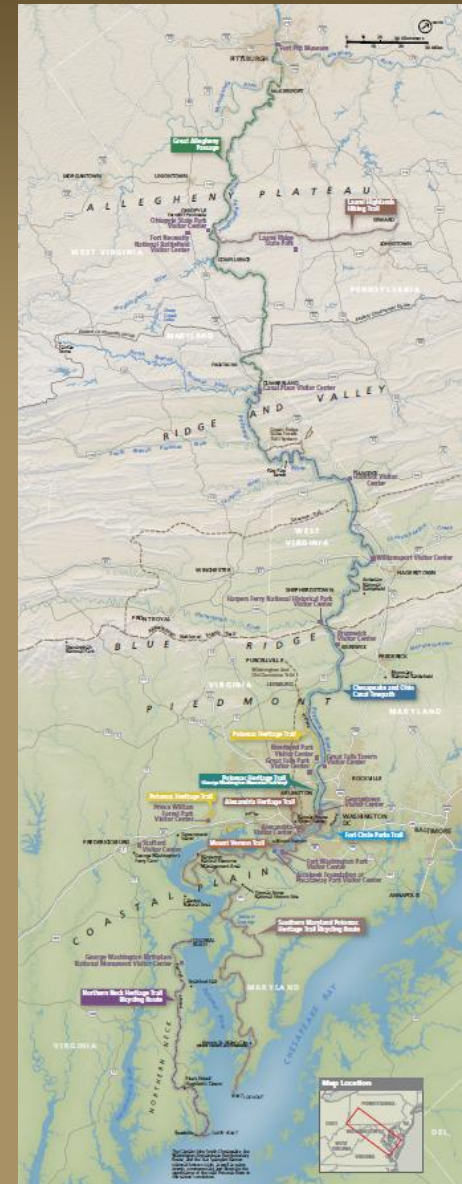


Potomac Heritage NST Route Marking and Graphic Identity

EXPERIENCE YOUR AMERICA

Trails normally are associated with a single type of landscape – mountain, lake shore, or river course. Few traverse more than a single physiographic region. Practically all are connected with a single strong landscape feature such as a mountain range, river valley, or historic pathway. Thus, few trails offer diverse recreation, scenic, and cultural opportunity. Yet such an opportunity exists with the Potomac River as its backbone.

Trail for All Americans (1965)

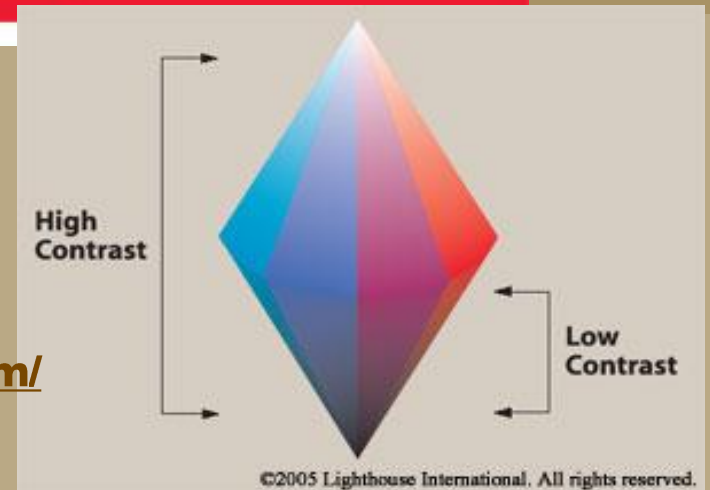
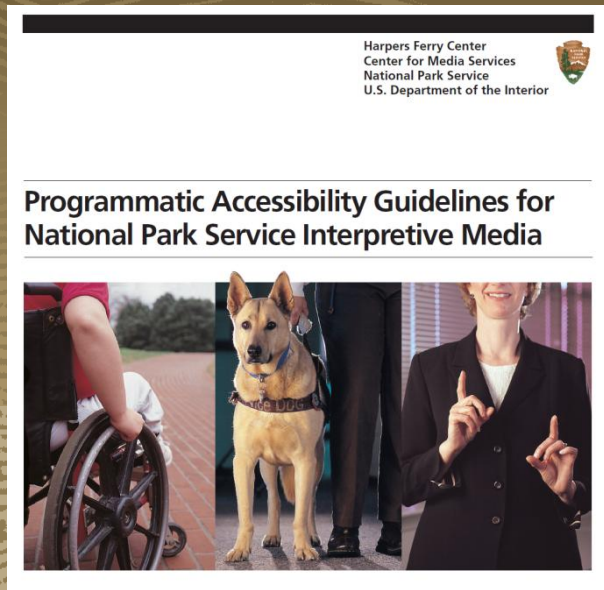


Purpose:

- to provide users with the means to follow an intended route with confidence
- to establish continuity throughout the Trail network
- to connect local resources to the interpretive themes for which the Trail corridor is nationally significant



Accessibility



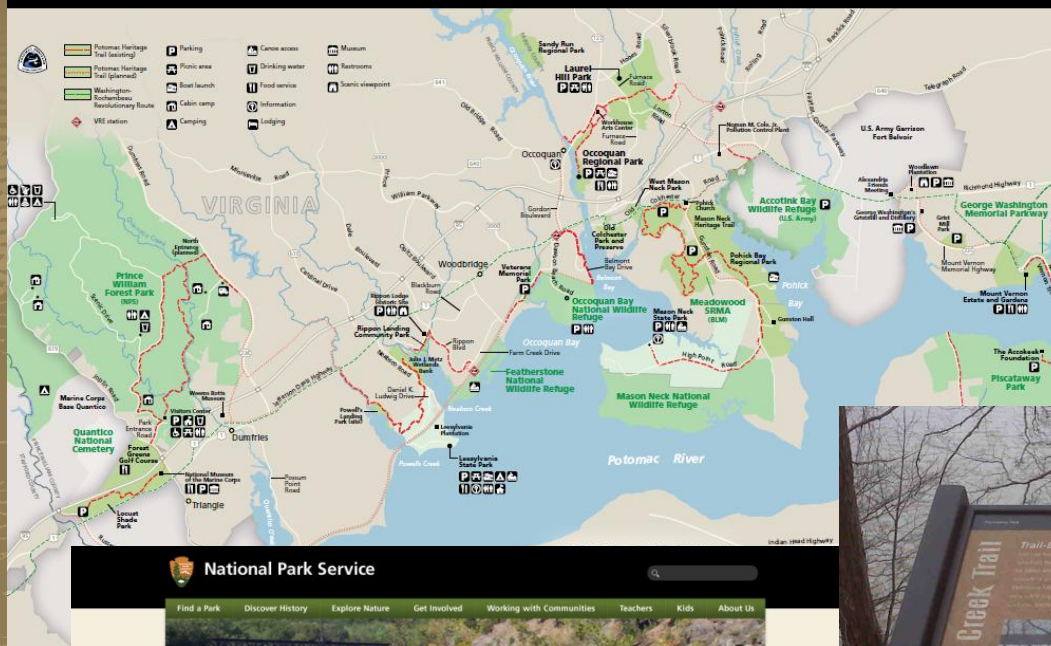
References:

- Beneficial Designs: www.beneficialdesigns.com/ & beneficialdesigns.com/trails/signage.html
- Lighthouse International: www.lighthouse.org
- NPS Accessibility Standards: www.nps.gov/hfc/accessibility/index.htm

Complement other media

Potomac Heritage Trail (draft April 2012)

Potomac Heritage National Scenic Trail
Southern Fairfax County and Prince William County, Virginia



Explore Southern Maryland by Bicycle



National Park Service

Find a Park Discover History Explore Nature Get Involved Working with Communities Teachers Kids About Us

Potomac Heritage

National Scenic Trail
DC, MD, PA, VA

Explore This Park

Park Home
Plan Your Visit
Photos & Multimedia
History & Culture
Nature & Science
For Teachers
Management
Support Your Park

Park Tools
View Park Map
FAQs

Hike, bike, ride and paddle the Potomac Heritage network of trails

Linking the Potomac and upper Ohio river basins, the Potomac Heritage Trail network follows the paths explored by George Washington. You can follow the same routes today—on foot, bicycle, horse and by boat—exploring contrasting landscapes between the Chesapeake Bay and the Allegheny Highlands.

Features



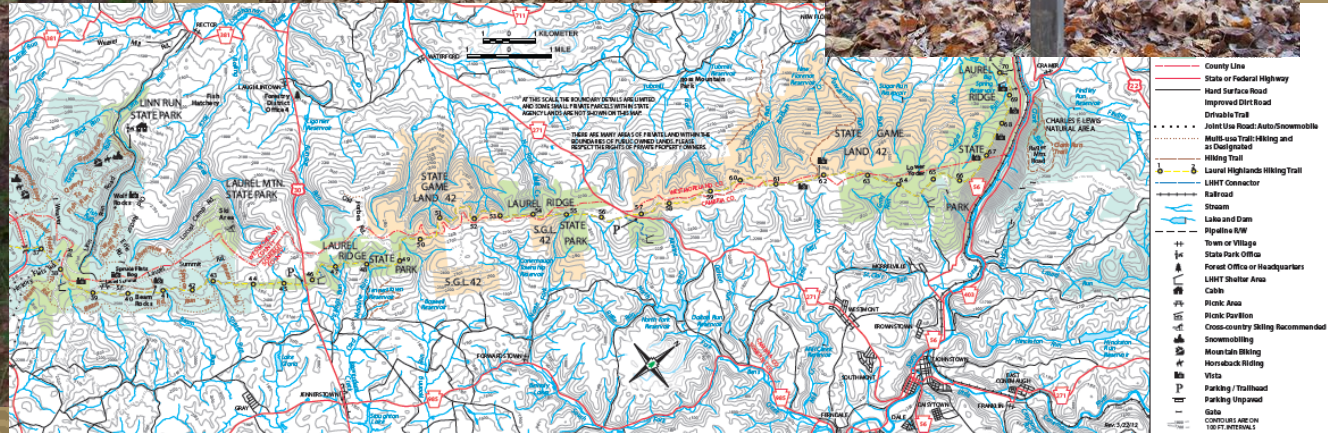
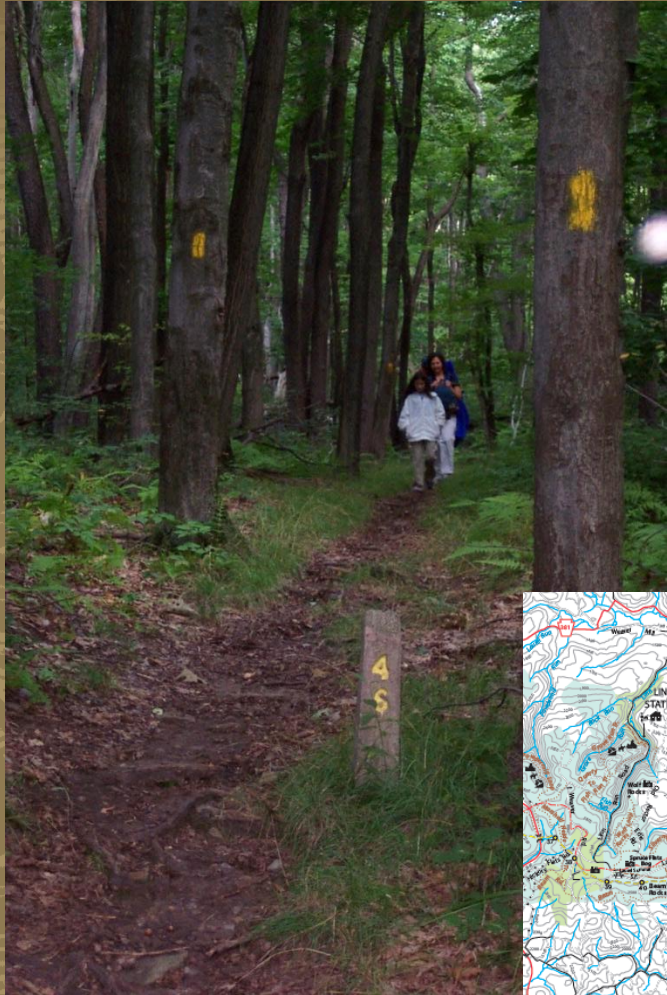
9/2011

Evaluation



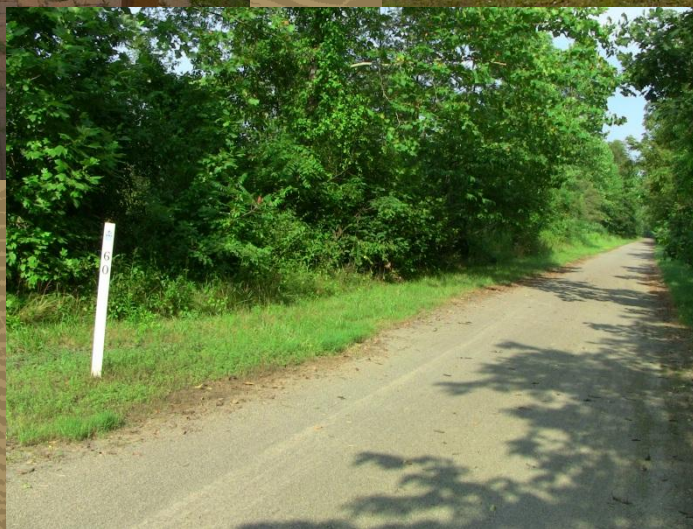
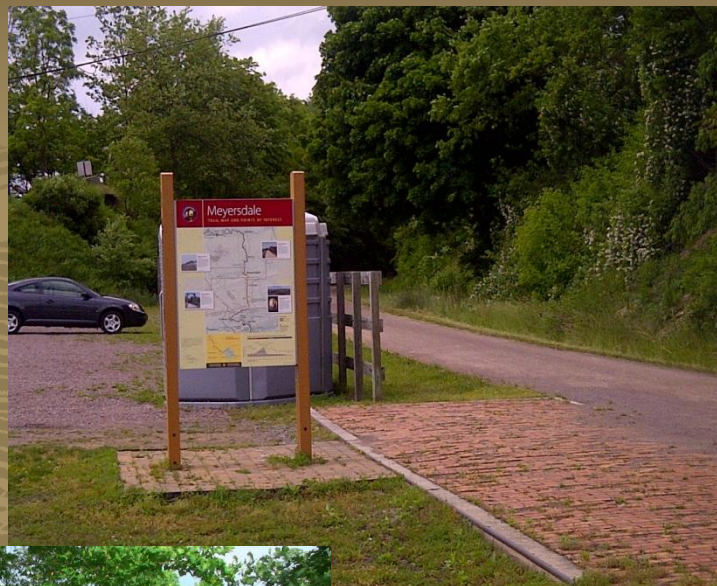
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Laurel Highlands Hiking Trail



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Great Allegheny Passage



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PHT in Northern Virginia

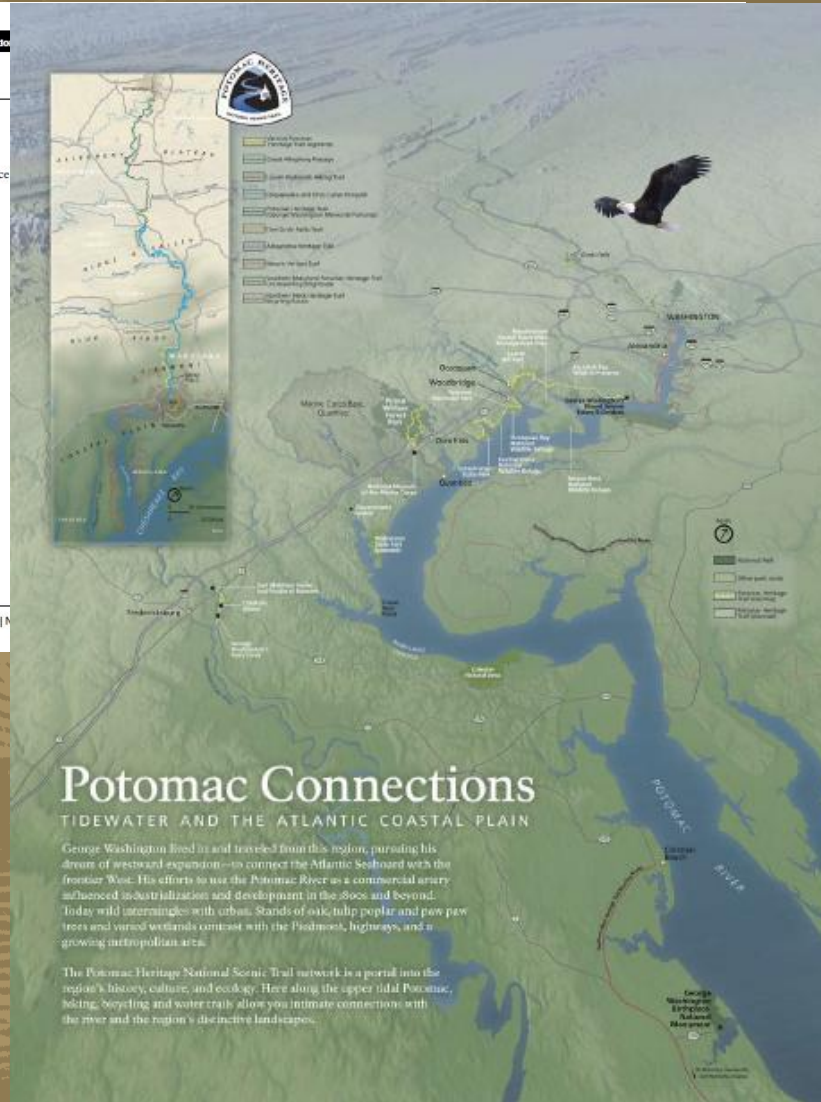
Potomac Heritage National Scenic Trail

Prepared by
National Park Service

Planner
Terry Lindsay

Designer
Betsy Ehrlich

Harpers Ferry Center | N



TO NOW/SUBJECT

214 Sanctuary Trail Introduction

PURPOSE

To describe how the Potomac Heritage Trail connects people with places, like Sanctuary Trail, a restored wetland site. To describe the different restored habitats along the trail and explain that the 8y-acre Sanctuary wetlands were created to mitigate the loss of wetlands by the development of Lowe's Island golf course.

GRAPHIC CATEGORIES

• Stock photograph

POSSIBLE GRAPHICS

Photos of trail users in various habitats along the trail; photos of significant features seen along the trail; photos of plants and animals found along the trail

MAPS

2D flat map

COMMENTS



LOCATION

River Crest

At the junction of the Sanctuary Trail with the Potomac Heritage Trail

VIEW

beginning of the Sanctuary Trail

ITS PREPARATION

VS

Angle

IN NOTES

Small Scene Trail

FEBRUARY, 2008 | WAYSIDE EXHIBIT

214

Regional Orientation

Site Orientation

Hiking/Paddling Trailhead



Trail Marker

Potomac Heritage National Scenic Trail | Northern Virginia | Wayside Exhibits

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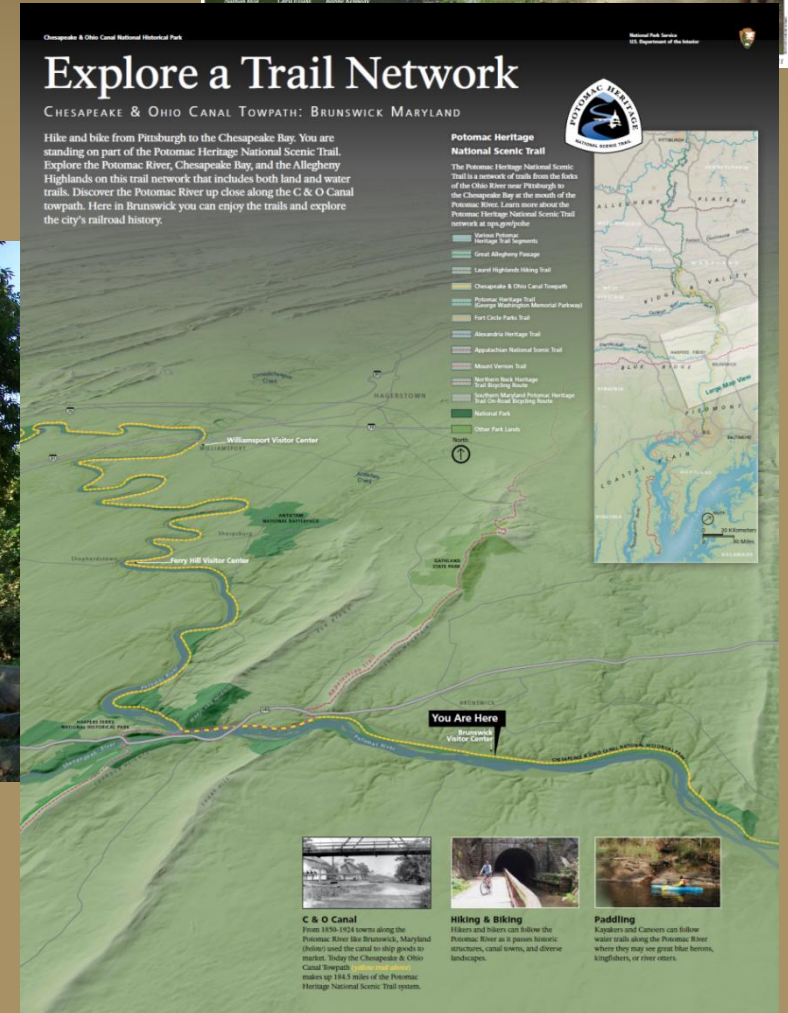
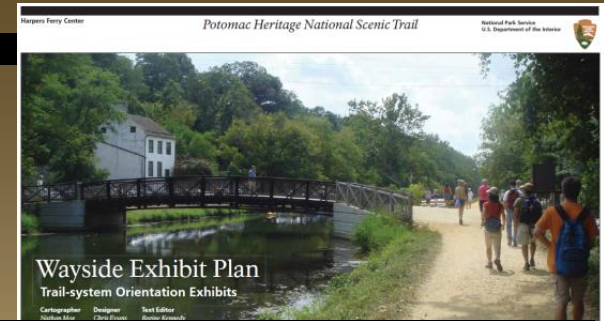
PHT in Northern Virginia



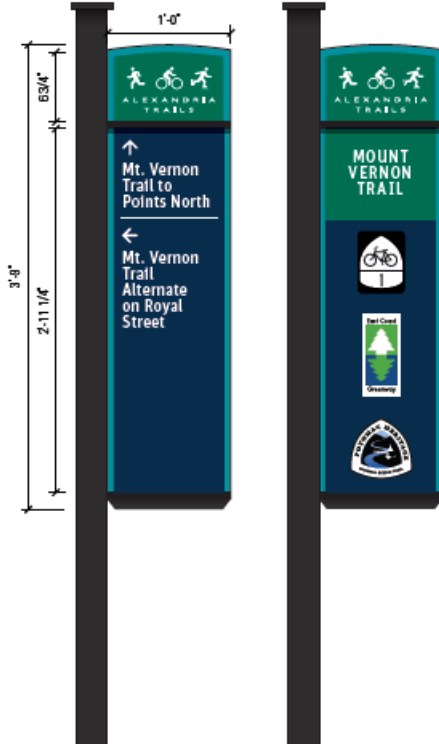
C & O Canal Towpath



- Cumberland
- Hancock
- Williamsport
- Harpers Ferry
- Brunswick
- Point of Rocks
- Great Falls



Alexandria Heritage Trail



Front Views, showing alternate graphics layouts depending on content

BP.1 Shared-Use Path Directional

OBJECTIVES

- Clearly identify key bike trails and paths
- Consolidate national trail symbol expression
- Encourage exploration of Alexandria path users
- Point out bike-related amenities
- Coordinate trail signage and "brand" representing Alexandria as bike-friendly

RATIONALE

Double sided directional sign is designed to help cyclists and other trail users. The sign is designed to be placed at trailheads and transitions into a single citywide system.

LOCATIONS

Located along off-street multi-use trails throughout the city, at trailheads, key trail intersections, and transitions to on-street trails.

CONTENT

Multiple type grids allow for flexibility in information content. Typical content may:

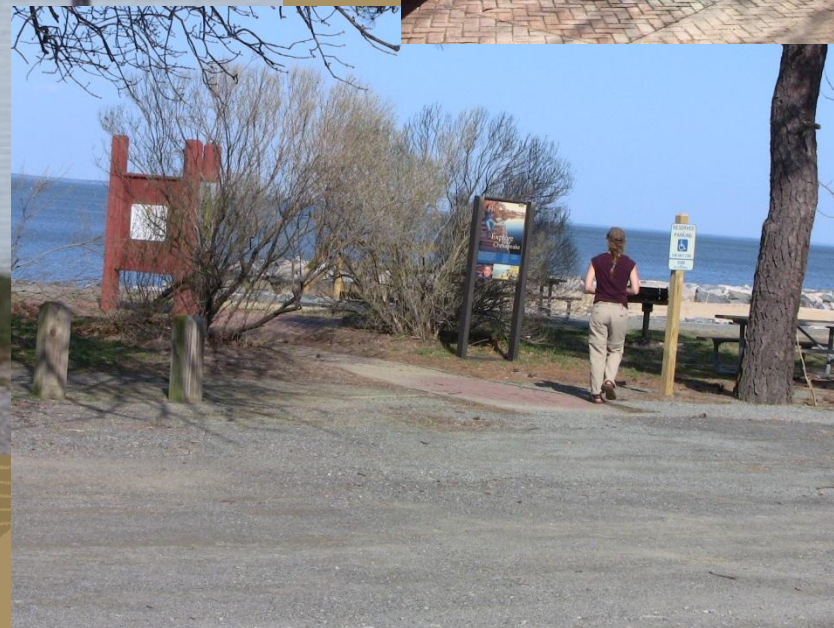
- Provide direction at confusing turns or breaks in the trail
- Direct to amenities, attracting through-travelers to local services
- Identify named trails, particularly those with multiple designations

MATERIAL

Painted metal, applied vinyl and digitally printed graphics.

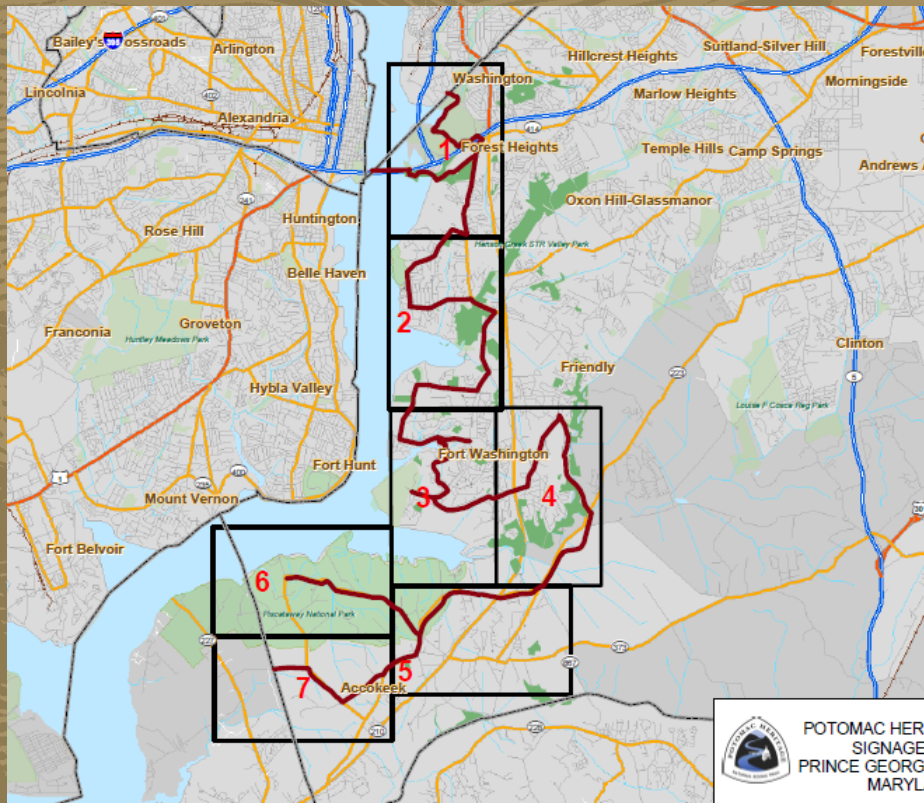


Northern Neck Heritage Trail



Prince George's County PHT On-Road Bicycling Route

Draft PHT Sign Plan 12/2011



NPS Graphic Identity



...a systemwide style guide should be established and strictly enforced...

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guidelines

Identity Guidelines for Trail Partners

Table of Contents

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Compact Disk & Assorted Samples	inside binder pocket

First Edition: May 2006

Potomac Heritage National Scenic Trail Office
National Park Service
U.S. Department of the Interior
Paw Office Box B
Harpers Ferry WV 25425



Identity Guidelines for Trail Partners: Potomac Heritage NST (2006)

Foundation for Planning, Administration, Management and Interpretation of Potomac Heritage National Scenic Trail Segments and for Coordination among Trail Partners (2012)

DEPARTMENT OF THE INTERIOR

National Park Service

[NPS-NCR-POHE-0911-7946; 3991-0101-SZS]

Notice of Availability, Potomac Heritage National Scenic Trail

AGENCY: N

ACTION: No
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Creating Continuity of Experience throughout the Trail Network

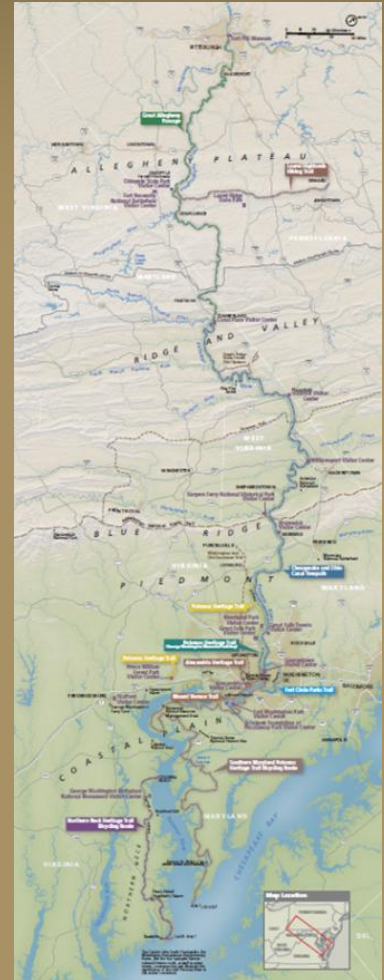
The Trail embodies a wide range of resource types, management interests and users. The need to establish and maintain physical, graphic and interpretive continuity between and among Trail segments is essential to experience the Trail as a network with national significance. Without such continuity, the Trail is simply a list of unrelated outdoor recreational opportunities.



Trail Route Marking: Use of the official Trail marker (i.e., logo) is the common element to establish continuity throughout the Trail network and to provide users with a measure of confidence that they have located and/or are following an intended route. Trail managers are encouraged to use the Trail marker at trailheads and at major transitions between trail types and trail corridor attributes. In places where blazes are used to mark routes, Trail segment managers are encouraged to use a color that complements the Trail logo—a dark blue, Pantone Color Management System 299; white; or black—to establish and maintain graphic identity. To assist Trail management partners, the Trail office publishes and distributes copies of *Potomac Heritage National Scenic Trail: Graphic Identity Guidelines for Trail Partners* (2004), which includes sections on use of the Trail marker, graphic identity, trailhead orientation, interpretation and publication design, and includes a compact disk with digital files of the Trail logo in various formats and Trail-related publications.

Continuity of experience & graphic identity

- Trail marker (logo; Federal insignia)
- Map indicating Trail segment in the context of the network
- Narrative statement



[illegible]

** showing regional orientation and inset of PHNST network (e.g., "Potomac Connections," "Explore a Trail Network," etc.)

Comments?



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